JOHN "BET-A-MILLION" GATES
THE MAN WHO CREATED A VAST INDUSTRIAL FORCE WITH HIS SALES ABILITY.

WESTWARD EXPANSION
SEE HOW BARBED WIRE HELPED TAME THE WEST.

LITTLE BARB
HI! LOOK INSIDE AND LET ME TELL YOU ABOUT MYSELF, AND YOU'LL HEAR FROM COUSIN WOVEN WIRE, TOO!
HI FOLKS... I'M LITTLE BARB
MY STORY IS AN IMPORTANT
PART OF THE HISTORY OF
AMERICA, IN FACT YOU MIGHT
SAY MY ANCESTORS, ALONG
WITH A LOT OF OTHER FINE
FAMILIES, CAME OVER ON THE
MAYFLOWER.

THE PILGRIMS BROUGHT THEIR KNOWLEDGE OF
FENCES FROM EUROPE... THEY DIDN'T HAVE
ANY TIME PUTTING IT TO GOOD USE IN THE NEW WORLD.

ALL OVER, MY GREAT-GREAT-
GRANDDADDY FENCES SPRANG
UP ACCORDING TO THE LAY OF
THE LAND... THERE WAS
NEW ENGLAND ROCKY...

AND COUSIN BRUSHY... WHO MARRIED INTO A
FINE SOUTHERN FAMILY OF RAILS...

AND HEDGY FENCE... HE GREW UP IN THE
MIDDLE ATLANTIC STATES WHERE THERE
WAS LOTS OF RAIN...

AND WOODY, OF COURSE, HE
WAS A LEADING CITIZEN
DOWN SOUTH WHERE THERE
WERE LOTS OF TREES TO BE CLEARED OFF.

AS AMERICA GREW AND
FOLKS MOVED WESTWARD,
The Fence Family
Migrated Too, Into
The Ohio Valley,
Down The Mississippi,
Over To New Orleans.

AFTER THE CIVIL WAR, THOUSANDS OF
EX-SOLDIERS MIGRATED ACROSS THE
MISSISSIPPI SEEKING A NEW LIFE...

WHAT A LAND... CAN'T SETTLE HERE...
NO WATER... COULDN'T KEEP INJUNS
N' ALL 'N' WILD CRITTERS OUTA THE
CROPS WITHOUT FENCES.
MY ANCESTORS FOUND THE WEST WAS A TOUGHER HOMBRE THAN ANY THEY'D EVER ENCOUNTERED. THERE WASN'T ENOUGH WATER TO SUPPORT BRUSHY AND HEDGY... THERE WERE NO STONES OR TREES FOR ROCKY AND WOODY Y'SEE, ALL THIS WAS BEFORE I CAME ALONG!


1. FARMERS WERE PUZZLED...

LOTS A ROOM OUT WEST BUT WE DAIN'T FARM WITHOUT FENCES.

2. BUSINESS MEN WERE CONCERNED...

CHEAP, NEW FENCING COULD HELP SETTLE THE WEST AND CREATE A VAST MARKET FOR OUR EXPANDING INDUSTRY!

3. NEWSPAPERS CRIED THE ALARM

TO SHIP OUR PRESENT FENCING MATERIAL TO THE WEST IS MUCH TOO COSTLY! WHY, ALREADY THE COST OF FENCES IN OUR COUNTRY IS NEARLY $2,000,000... MORE THAN THE NATIONAL DEBT! WE MUST FIND A NEW INEXPENSIVE SUBSTITUTE BEFORE IT'S TOO LATE!

4. AND EVEN IN CONGRESS THE NEED WAS RECOGNIZED...

WESTWARD EXPANSION HALTED!
ALL OF FENCES CITED AS A REASON.

NECESSITY, HOWEVER, HAS ALWAYS BEEN THE MOTHER OF INVENTION... AND SPEAKING OF MOTHER, I'D LIKE YOU TO MEET MY FOLKS...

MOM WAS A DESCENDANT OF BRUSHY; NOBODY KNOWS MUCH ABOUT HER EXCEPT THAT SHE CAME FROM CORN COUNTRY AND WAS VERY GOOD AT KEEPING HOGS OUT OF THE GARDEN.

AND DAD WAS A WOODEN FENCE STUDDED WITH NAILS. HE FIRST ATTRACTED NOTICE AT A FAIR IN DEKALB, ILLINOIS AROUND 1870. HE WAS THE INVENTION OF A MAN NAMED HENRY ROSE—

THREE DEKALB MEN SHOWED UP AT THAT FAIR WHO WERE DESTINED TO MAKE HISTORY.

THEY WERE:

JOSEPH F. GILDEN, A FARMER AND INVENTOR

AND ISAAC L. ELWOOD, A DEKALB HARDWARE DEALER

JACOB HAISH, AN INVENTOR
The image contains a comic strip about the history of barbed wire. The story begins with Glidden and Haish, who independently came up with the idea for barbed wire. They developed the idea and patented the single-strand wire with strung barbs. However, Glidden's fence was still made of wood, which was expensive. Haish suggested adding another strand of wire to solve the problem, and they invented the double-strand wire.

In 1874, Glidden founded the barb fence company and sold a half-interest to Isaac Ellwood. The company became one of history's most fantastic bargains, and Glidden and Haish became partners. Haish also developed and patented a double-strand wire with an 8-barb. Two months after Glidden patented his design, they went to court.

The legal battle lasted nearly 20 years, and finally, the Supreme Court ruled that Glidden's patents were bona fide and that Haish must pay Glidden for the license to manufacture the 8-barbed wire. Meanwhile, back east, the 10,000-pound production of Glidden, as well as the production of Haish, was attracting attention in the offices of Washburn and Moen Manufacturing Co.
IN MARCH, 1876, VICE PRESIDENT CHARLES WASHBURN SHOWED UP IN DEKALB AND APPROACHED JACOB HAISS...

SURE I'LL SELL MY PLANT AND PATENTS, MR. WASHBURN... SORRY, THAT'S MUCH TOO HIGH A PRICE.

BUT YEARS LATER HAISS TOLD FRIENDS, "IF WASHBURN HAD BEEN A TYPICAL YANKEE AND OFFERED ME $25,000, I'D HAVE SOLD IT ON THE SPOT!"

AS IT TURNED OUT WASHBURN MADE A DEAL INSTEAD WITH THE GLIDDEN INTERESTS...

CONGRATULATIONS, MR. GLIDDEN... FOR $50,000 AND ROYALTY ON FUTURE SALES YOU'VE JUST SOLD YOUR BARBED WIRE COMPANY.

ONLY MY HALF, MR. WASHBURN, ISAAC ELWOOD'S STILL YOUR PARTNER, DON'T FORGET!

THE NEW FIRM WAS NAMED THE I. L. ELWOOD COMPANY, AND IN 1892, WHEN THE SUPREME COURT RULED THAT IT'S PATENTS, ORIGINALLY GLIDDENS, WERE VALID, THE STAGE WAS SET!

AT LAST THERE WAS AN INEXPENSIVE, DURABLE FENCING MATERIAL WHICH OPENED NEW FRONTIERS FOR THE WESTERN FARMER AND CATTLEMAN...

...IN THE SOUTHWESTERN PART OF THE COUNTRY, THE NEXT CHAPTER OF THE HISTORY OF BARBED WIRE WAS ABOUT TO BE WRITTEN...
In 1877 Young John Gates, after traveling by train and stagecoach, arrived in San Antonio, Texas. Brought up on a farm in Illinois, Gates showed an early interest in business. After several odd jobs he went to work for Colonel Ellwood to sell barbed wire. Ellwood soon developed such confidence in Young John that he gave him all of Texas as his territory.

Cattle practically roaming into town looks like they could use plenty of barbed wire around here.

How long you going to be in San Antonio, mister?

Long enough to supply every ranch around here with barbed wire.

Next morning Gates hired a rig then drove to the nearest ranch.

What’s your business, stranger?

I came to sell you some barbed wire to fence in your stock.

Barbed wire’s no good—it tears the cows’ hides and makes ‘em stampede! Besides it costs too durned much!

But if you’d only let me show you—

I’ll show you if you don’t git out—and stay out!

How can I sell barbed wire if people won’t listen to me!
The following weeks were discouraging ones for the ambitious young salesman; although he made friends easily, he was unable to get anybody to try out his barbed wire.

But I tell you, fellows, barbed wire will simplify your problems. It’s going to revolutionize the West.

Barbed wire fences could never hold the cattle back! We want the open range—fences would throw a lot of hands out of work! There must be some way to show them how good barbed wire is!

Next day Gates started work on a spectacular plan to prove the value of barbed wire to the skeptical Texans!

I’ll bet-a-million this stunt will do the trick!

Big Free Rodeo
Bull-dogging
Calf roping
Wild Steer Stampede

Word of gates’ rodeo spread like wildfire. On the day of the big event San Antonio was packed with cattlemen and cowboys, curious to see what Gates was up to.

What’s that crazy dude doing with that no-good barbed wire? Maybe he’s buildin’ a fence to keep the mosquitoes out! They won’t laugh when I show them what barbed wire can really do!

After the bull-dogging contests, Gates addressed the crowd.

And now, folks, for the big event! I’m going to stampede these wild longhorns into the enclosure. I’ll bet-a-million that the wire won’t break and the steers won’t get hurt...

Okay, boys, run ’em in!
WHAT DID I TELL YOU, BOYS? BARBED WIRE IS WHAT YOU NEED TO FENCE IN YOUR CATTLE—AND IT'S CHEAPER THAN DIRT AND LIGHTER THAN AIR! LOOK AT THAT! THEY DIDN'T BREAK THROUGH!

THE RANCHERS FINALLY REALIZED THAT USING BARBED WIRE WAS THE BEST AND CHEAPEST WAY TO FENCE THEIR LANDS AND CONTROL THEIR HERDS!

SORRY, FRIENDS—YOU'LL HAVE TO WAIT FOR THE NEXT SHIPMENT, I'M SOLD OUT!

THE WIDESPREAD USE OF BARBED WIRE, DUE TO GATES' SALES-MANSHIP AND BUSINESS FORESIGHT, MARKED THE END OF THE OLD-FASHIONED CATTLE ROUND-UPS...

...AND THE BEGINNING OF MODERN CATTLE RAISING.

ISN'T THIS BETTER THAN HAVING THEM LOOSE ON THE OPEN RANGE?

YOU BET! AND NOW WE CAN BREED A BETTER GRADE OF CATTLE TOO!

WELL, I GUESS MY JOB HERE IS DONE!

SORRY TO SEE YOU GO, JOHN! THANKS TO YOUR FENCES THE CATTLE BUSINESS HAS BEGIN TO BOOM!

YOUR BARBED WIRE HAS OPENED UP THE WEST AND BROUGHT US ALL PROSPERITY!

AND NOW I THINK I'LL GO SEE COL. ELLWOOD ABOUT AN INCREASE IN SALARY!

SAN ANTONIO
Later, in the private office of Col. Ellwood.

I deserve more money, Mr. Ellwood! My sales ideas have opened up Texas for you!

Nonsense, John! Why, barbed wire can sell itself!

Ideas? The company doesn't need stunts to sell barbed wire. You're just an order taker!

Then I quit! I'm going to work for somebody who will pay me what I'm worth!

Gates joined forces with the "Moonshine Manufacturers"—a group of barbed wire makers who felt that the Washburn-Ellwood patents were too weak and refused to pay royalties on these patents.

I tell you, gentlemen, if we combine our companies, we can not only compete with Col. Ellwood but we can outsell him!

Great idea, Mr. Gates! And we'll make you our president!

Fine! Suppose we call our new outfit the Southern Wire Company!

What a man! Only 28 years old and he's already head of a company!

We're in trouble! Col. Ellwood is suing us for not paying royalties on patents.

What shall we do, John?

We'll take the matter to court—and fight!

Gates and his opponent, Col. Ellwood, eagerly awaited the judge's decision.

I find in favor of Mr. Gates. The terms of the Ellwood patents are too vague to apply to the machinery used by the Southern Wire Co.
The business prospered for Gates and his company, but suddenly...

Fire!

The fire was out of control when we got here!

I'm afraid we're ruined, John!

No! We'll start a bigger and better wire company!

Gates traveled to St. Louis to talk business with W.M. Edenborn, owner of two small wire mills.

My company has contacts and know-how, Mr. Edenborn, but we need plants and equipment.

All right, Gates—we'll form a partnership!

Although the new firm was a success, Gates was ambitious for greater things.

Well, John, we're sure giving our competition plenty of trouble!

That's just it—we manufacturers will all do better if we merge our resources—we ought to consolidate!

I know just the man to help us bring the wire-makers together, he's a boyhood friend of mine!

You've come a long way since we were boys together, John—I'll be glad to help you!

Thanks, Elbert! We need a first class lawyer like you, to make everything shipshape!
ILLINOIS STEEL IS THE LARGEST IN THE MIDDLE WEST, BUT OUR PROFITS ARE FALLING OFF!

GATES, NOT YET 40 YEARS OLD, BECAME PRESIDENT OF ILLINOIS STEEL, A FIRM THAT WAS SECOND ONLY TO THE SECANT CORPORATION OF THE FAMOUS ANDREW CARNEGIE. BUSINESS IS EXCELLENT, BUT WE MUST CONTINUE TO GROW! I AM GOING TO ASK J.P. MORGAN TO FINANCE A MERGER OF ALL THE LEADING WIRE PRODUCERS!

GATES' NEW FIRM, CONSOLIDATED STEEL AND WIRE COMPANY, SOON WAS PRODUCING 75 PERCENT OF ALL AMERICA'S BARBED WIRE. GATES HAD ESTABLISHED A REPUTATION AS A BRILLIANT ORGANIZER AND Fars-EeING BUSINESS LEADER.

YOU HAVE A GOOD IDEA, GATES, BUT THINGS ARE TOO UNSETTLED NOW TO RISK SO MUCH CAPITAL.

GENTLEMEN, I'LL BET A MILLION THAT IF WE FORM ONE BIG COMPANY WE CAN CUT OUR COSTS AND TRIPLE OUR BUSINESS! SOUNDS LIKE A GOOD BET, MR. GATES!

BUT SUDDENLY... THE UNEXPECTED!

ANYTHING WORTHWHILE REQUIRES A CERTAIN AMOUNT OF RISK. I'LL GO AHEAD WITHOUT YOUR HELP!

BY THE END OF 1898, WITH THE FORMATION OF THE AMERICAN STEEL AND WIRE COMPANY OF NEW JERSEY, JOHN GATES HAD MADE HIS DREAM COME TRUE! HE HEADED A VAST INDUSTRY OF MINES, MILLS AND FACTORIES WITH A CAPITAL OF $90,000,000 WHICH EMPLOYED THOUSANDS OF WORKERS AND BROUGHT PROSPERITY TO MANY PARTS OF THE COUNTRY!

AT THE CHICAGO INDUSTRIAL JUBILEE...

HIS WORK HAS BEEN THAT OF A CREATOR OF A VAST INDUSTRIAL FORCE; HE IS A BUILDER WHO COULD INFLAME THE IMAGINATION WITH THE SPARK OF HIS BIG IDEAS!

JOHN W. GATES
LEADER OF INDUSTRY

THE END
AMERICAN BARB

YIPPEE! LOOKS LIKE I'M NEEDED AROUND HERE!

HELP WANTED

TUMBLEX RANCH

SHORE I NEED HELP, BUT YOU'RE AWFUL LITTLE! WHAT'S YER NAME?

AMERICAN BARB! AND I'M TOUGH ENOUGH FOR ANY JOB!

LOOK, FRIEND! I'M PUT TOGETHER REAL STRONG!

YESSIR! WITH EVENLY SPACED BARBS FOR UTMOST PROTECTION!

I'M GALVANIZED AND SHARP AS SHARP CAN BE!

WELL, HERE COMES TOUGH TORO! LET'S SEE YOU HANDLE HIM!

WELL! I'M STRONG ENOUGH TO HOLD BACK 1000 LBS.

BOING!

YET I'M SOFT ENOUGH TO STRETCH TAUT AND STILL GET ALONG WITH CHANGING TEMPERATURES BY EXPANDING AND CONTRACTING! I'M GREAT TO HAVE AROUND!

YOU'VE MADE YOUR POINT, PAL! YOU'RE HIRED!

THANKS! I ALWAYS AIM TO PLEASE!

*AMERICAN BARB, THAT'S BARBED WIRE MADE BY THE AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL CORPORATION
THE STORY OF WOVEN WIRE FENCE

IT BEGINS DURING THE CIVIL WAR WITH A YOUNG SOLDIER IN THE UNION ARMY NAMED J. WALLACE PAGE.

WIRE SHOULD MAKE A GOOD FENCE... STRONG ENOUGH TO HOLD BACK LIVE- STOCK AS WELL AS SMALL CRITTERS LIKE HOGS AND CHICKEN.

AT THE END OF THE WAR IN 1865, PAGE RETURNED TO HIS FARM AND BEGAN EXPERIMENTING ON HIS IDEA FOR A WIRE FENCE.

SHUCKS, THIS WON'T EVER DO. TAKES TOO MUCH TIME AND TOO MUCH WOOD! I'LL HAVE TO TRY WEAVERING THE WIRE INTO A FENCE BY HAND.

PATIENTLY PAGE WORKED TO IMPROVE HIS WIRE FENCE UNTIL...

YUP - I WANT 3 MILES OF FENCE JUST LIKE IT. I'LL USE THAT OLD WAGON SHOP IN ROLLIN AS A FACTORY.

GOSH, MR. PAGE, THINGS ARE SURE HUMMING!

YES, BUT THE PUBLIC HAN'T TAKEN TO OUR PRODUCT THE WAY IT SHOULD!

By 1888 Page's little factory had grown into a large plant with power-driven weaving machines to weave the strands of wire into sturdy, flexible fences.

Page decided the places to show his fences were the county fairs!

That fence is all right for chickens, but it won't ever hold back horses or cattle.

Is that so? Well, I'm going to prove to the whole world that woven wire fence can do the job!
AT THE SPORTSMAN'S EXHIBIT IN NEW YORK'S MADISON SQUARE GARDEN, PAGE PERSUaded THE MANAGER TO BUILD A FENCE OF WOVEN WIRE TO ENCLOSE A HERD OF WILD BUFFALOES.

GREAT SCOTT! I HOPE YOUR FENCE IS AS STRONG AS YOU SAY IT IS!

DON'T WORRY! WOVEN WIRE WILL HOLD BACK ANYTHING!

HELD! IT'S GOING TO BREAK DOWN THE FENCE!

BUT TO THE CROWD'S AMAZEMENT, THE STURDY FENCE REPELLED THE CHARGING BEAST.

PAGE PROSPERED AS DID OTHER MANUFACTURERS WHO HAD FORESEEN THE NEED FOR A NEW TYPE OF WIRE FENCE. ONE OF THEM, A.J. BATES OF SOLIETY, ILLINOIS, HAD PATENTED A FENCE OF SHORT WIRE COILED AROUND AND CONNECTED TO LATERAL WIRES ALONG WITH A MACHINE TO MAKE IT.

JOHN W. GATES OF BARBED WIRE FAME REALIZED THE GREAT POTENTIAL OF THIS NEW WIRE FENCE.

OUR NEXT STEP, GENTLEMEN, SHOULD BE TO GET INTO THE WOVEN WIRE BUSINESS!

WHAT ABOUT A.J. BATES OF ILLINOIS, AND HIS LATERAL LINE WIRE?

YES, MR. GATES, THIS IS THE MOST EFFICIENT MACHINE I'VE SEEN YET, MR. BATES!

IN 1896, JOHN W. GATES BOUGHT FOR HIS CONSOLIDATED STEEL AND WIRE COMPANY THE PATENT FOR THE WIRE LOOM AND LATERAL WIRE FENCE FROM A.J. BATES.

THANKS, MR. BATES! THIS IS A MILESTONE IN INDUSTRIAL PROGRESS.

THANKS, MR. GATES! YOU'RE RIGHT, MR. GATES! AND YOUR COMPANY IS EQUIPPED TO MAKE THE MOST OF THIS PURCHASE!

THESE WOVEN WIRE LOOMS BECAME THE FORERUNNERS OF THE MODERN AMERICAN FENCE MACHINE. BEFORE LONG, AMERICAN WOVEN WIRE FENCE TOOK ITS RIGHTFUL PLACE IN THE AMERICAN STEEL & WIRE FAMILY OF FINE PRODUCTS.

THE END
Hi, Cousin Barb! Nice place, Farmer Brown Has Here! Welcome, Cousin Woven Wire! So this is the Feller you said Would keep those Critters fenced in!

Hee-Hee! Look at the fancy dude Who's gonna work around here, Fellers! Quack!

Step aside, dude! We're hitting the road! Okay, Cousin Woven Wire! Show 'em your stuff! With pleasure!

I've got accurate stay wires which are spaced just right and plenty of muscle to flex in all kinds of weather!

And Cousin Barb and I work real well together, too! He's got us corraled!

You're a great addition to our team, Cousin Woven Wire! Thanks, Farmer Brown! Once I'm on the job, you can depend on me!
FENCE FACTS

Before Barbed Wire:
Rustling and brand blotting flourished—wild stretches where you never saw a store or school house spanned the barren country—side lean, bony longhorn steers drifted uncontrolled across miles of open range.

After Barbed Wire:
Came law and order—towns and churches. Better breeds of cattle with beef on their bones.

Steel posts not only help make a strong fence, but ground it against lightning. This protects cattle during an electrical storm.

Born to Bust Barb
Was the unsavory title earned by a young Texas Ranger, Ike Aten, while he was serving as an undercover agent with a notorious gang of rustlers and fence cutters. Pretending to be a homeless range drifter, Ranger Aten was accepted by the Brown County bunch. One of the roughest, toughest, wildest gang in the West, he gathered evidence right in their midst. Then alerted the Rangers who subsequently trapped them at Pecan Bayou.

During the last eleven years over 230,000 tons of barb wire have been used in the United States alone. This is enough to run one strand of 12.5 guage wire around the world better than 55 times!

Barbed wire is a first line defender of democracy. In the last war it was used on military posts—defense plants—battlefields—research plants and on farms which produced our nation's food.

There's more American fence in use than any other brand!

NARFSTAR

American Steel & Wire
Division of United States Steel